

This listing of claims will replace all prior versions, and listings, of claims in the application:

CLAIMS

1. (currently amended) A method of providing a programs to consumers comprising: a) sending electronic program guide information through a ~~digital television~~ network to a ~~digital television~~ receiver, said electronic program guide information comprising at least one selectable program identifier for initiating a purchase transaction for an item associated with said selectable program identifier; b) presenting said selectable program identifier; c) responsive to a selection of said program identifier, establishing a computer communications link between said ~~digital television~~ receiver and at least one remote server; d) downloading from said remote server ~~at least one potential purchase transaction for a sale of said item associated with said program identifier; e) presenting said potential purchase transactions; and f) responsive to a selection of one of said potential purchase transactions, initiating said selected purchase transaction.~~ said item after being purchased wherein during said purchase transaction the item is selected as being capable of being stored for the physical medium of a magnetic based storage device or for a physical medium of a optical based disc storage device; e) storing said item in the selected physical medium, wherein said item is restricted from being stored in physical medium that was not selected.
2. (original) The method of claim 1, wherein said electronic program guide information is stored in said digital television receiver and includes information associated with programs previously broadcast for a predetermined time period.
3. (original) The method of claim 1, wherein each said potential purchase transaction is associated with a registered vendor.
4. (original) The method of claim 1, wherein said potential purchase transactions are included within said remote server.
5. (original) The method of claim 1, further comprising: determining said potential purchase transactions by querying, through said computer communications link, a

plurality of additional remote servers, wherein selected ones of said plurality of remote servers are associated with different registered vendors.

6. (original) The method of claim 5, further comprising: recalculating said potential purchase transactions to include a service fee.

7. (original) The method of claim 1, further comprising: receiving said selected purchase transaction at said remote server through said computer communications link.

8. (original) The method of claim 7, further comprising: providing said selected purchase transaction to a registered vendor associated with said selected purchase transaction via said computer communications link.

9. (original) The method of claim 8, further comprising: billing a consumer account for said purchase transaction.

10. (original) The method of claim 1, further comprising: presenting an electronic order form for said sale of said item associated with said selected program identifier, and uploading said electronic order form to said remote server via said computer communications link.

11. (original) The method of claim 1, wherein said computer communications link is an Internet connection.

12. (original) The method of claim 1, wherein said item associated with said program identifier is a copy of said program in a physical medium.

13. (currently amended) The method of claim 12, wherein said item is encrypted to prevent said item from being stored for the physical medium that was not selected. ~~is selected from the group consisting of compact disks, digital video disks, audio cassettes, and video cassettes .~~

14. (currently amended) A method of providing a programs to consumers comprising: a) establishing a computer communications link between a ~~digital television~~ receiver and at least one remote server; b) downloading from said remote server electronic program guide information comprising at least one selectable program identifier for initiating a purchase transaction for an item associated with said selectable program identifier; c) presenting said selectable program identifier; d) responsive to a selection of said program identifier, downloading from said remote server at least one potential purchase transaction for a sale of said item associated with said program identifier; e) presenting said potential purchase transactions; ~~and f) responsive to a selection of one of said potential purchase transactions, initiating said selected purchase transaction~~ downloading said selected item, wherein a storage format is selected to store said item at the time of purchase, g) storing said item in said selected storage format wherein said item is prevented from being stored in other storage formats that are capable of being selected at the time of purchase and additional copies of said item can be made in said selected storage format.

15. (original) The method of claim 14, wherein said electronic program guide information is stored in said digital television receiver and includes information associated with programs previously broadcast within a predetermined time period.

16. (original) The method of claim 14, wherein each said potential purchase transaction is associated with a registered vendor.

17. (original) The method of claim 14, wherein said potential purchase transactions are included within said remote server.

18. (original) The method of claim 14, further comprising: determining said potential purchase transactions by querying, through said computer communications link, a plurality of additional remote servers, wherein selected ones of said plurality of remote servers are associated with different registered vendors.

19. (original) The method of claim 18, further comprising: recalculating said potential purchase transactions to include a service fee.

20. (original) The method of claim 14, further comprising: receiving said selected purchase transaction at said remote server through said computer communications link.

21. (original) The method of claim 20, further comprising: providing said selected purchase transaction to a registered vendor associated with said selected purchase transaction via said computer communications link.

22. (original) The method of claim 21, further comprising: billing a consumer account for said purchase transaction.

23. (original) The method of claim 14, further comprising: presenting an electronic order form for said sale of said item associated with said selected program identifier, and uploading said electronic order form to said remote server via said computer communications link.

24. (original) The method of claim 14, wherein said computer communications link is an Internet connection.

25. (original) The method of claim 14, wherein said item associated with said program identifier is a copy of said program in a physical medium.

26. (currently amended) The method of claim 14, wherein said item is encrypted as to prevent the storage of said item in a storage format that was not selected at the time of purchase. ~~physical medium is selected from the group consisting of compact disks, digital video disks, audio cassettes, and video cassettes.~~